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crystal molecules each of which has a difluorobenzene structure in itself.

17. (Amended) A liquid crystal display device according to Claim 1, wherein the liquid crystal contains liquid crystal molecules each of which has a dicyanobenzene structure in itself.
18. (Amended) A liquid crystal display device according to Claim 1, wherein the liquid crystal contains liquid crystal molecules each of which has a difluorobenzene structure in itself, as well as liquid crystal molecules each of which has a dicyanobenzene structure in itself.
19. (Amended) A liquid crystal display device according to Claim 1, wherein the liquid crystal contains liquid crystal molecules each of which has a monocyanocyclohexane structure in itself.
20. (Amended) A liquid crystal display device according to Claim 1, wherein the liquid crystal contains liquid crystal molecules each of which has a monocyanocyclohexane structure in itself, as well as liquid crystal molecules each of which has a difluorobenzene structure in itself.
21. (Amended) A liquid crystal display device according to any of Claims 1 to 20 or 22 to 41, wherein its ionic image retention strength is 3 or less.

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Please add the following new claims:

22. A liquid crystal display device according to Claim 2, wherein the pixel electrode and the counter electrode are formed as different layers with an insulating film interposed therebetween, either one of the pixel electrode and the counter electrode being formed of a transparent conductive layer.
23. A liquid crystal display device according to Claim 2, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
24. A liquid crystal display device according to Claim 3, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
25. A liquid crystal display device according to Claim 4, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
26. A liquid crystal display device according to Claim 5, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
27. A liquid crystal display device according to Claim 6, wherein ionic image retention is not observed after pixels have been turned on for two minutes.

28. A liquid crystal display device according to Claim 7, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
29. A liquid crystal display device according to Claim 8, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
30. A liquid crystal display device according to Claim 9, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
31. A liquid crystal display device according to Claim 10, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
32. A liquid crystal display device according to Claim 11, wherein ionic image retention is not observed after pixels have been turned on for two minutes.
33. A liquid crystal display device according to Claim 2, wherein each of the alignment films has a film thickness of 40 nm to 300 nm.
34. A liquid crystal display device according to Claim 3, wherein the insulating film has a film thickness of 100 nm to 4 μ m.
35. A liquid crystal display device according to Claim 22, wherein the insulating film has a film thickness of 100 nm to 4 μ m.
36. A liquid crystal display device according to Claim 10, wherein the insulating film has a film thickness of 100 nm to 4 μ m.
37. A liquid crystal display device according to Claim 13, wherein the liquid crystal molecules each of which has a difluorobenzene structure in itself.
38. A liquid crystal display device according to Claim 13, wherein the liquid crystal contains liquid crystal molecules each of which has a dicyanobenzene structure in itself.
39. A liquid crystal display device according to Claim 13, wherein the liquid crystal contains liquid crystal molecules each of which has a difluorobenzene structure in itself, as well as liquid crystal molecules each of which has a dicyanobenzene structure in itself.
40. A liquid crystal display device according to Claim 13, wherein the liquid crystal contains liquid crystal molecules each of which has a monocyanocyclohexane structure in itself.
41. A liquid crystal display device according to Claim 13, wherein the liquid crystal contains liquid crystal molecules each of which has a monocyanocyclohexane

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structure in itself, as well as liquid crystal molecules each of which has a
difluorobenzene structure in itself.

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